

# AGRICULTURAL MARKETING SERVICE (AMS) Strategic Plan 2008 - 2013 — Business Framework



### **USDA Strategic Goal 1**

Enhance International Competitiveness of American Agriculture

### **USDA Strategic Goal 2**

Enhance the Competitiveness and Sustainability of Rural and Farm Economies

## USDA Strategic Goals **USDA Strategic Goal 3**

Support Increased Economic Opportunities and Improved Quality of Life in Rural America

### **USDA Strategic Goal 4**

Enhance Protection and Safety of the Nation's Agriculture and Food Supply

### **USDA Strategic Goal 5**

Improve the Nation's Nutrition and Health

### **USDA Strategic Goal 6**

Protect and Enhance the Nation's Natural Resource Base and Environment

### Direct Support

Indirect Support

Support through other USDA Agencies

## AMS Strategic Goals

#### **AMS Strategic Goal 1**

Support our customers in making verifiable market-enhancing claims about how their products are produced, processed, and packaged.

### **AMS Strategic Goal 2**

Provide benefits to the agriculture industry and general public by delivering timely, accurate, and unbiased market information; supporting marketing innovation; and purchasing commodities in temporary surplus and supplying them for Federal food and nutrition programs.

### **AMS Strategic Goal 3**

Enable agriculture groups to create marketing self-help programs designed to strengthen the industry's position in the marketplace.

### **AMS Strategic Goal 4**

Monitor specific agricultural industries/activities to ensure they maintain practices established by regulation to protect buyers, sellers, and other stakeholders.

#### **Objectives**

1.1 Provide value-added services to strengthen marketing support to U.S. agriculture in an environment of rising cost pressures, increasing exports, competing imports, and changing market requirements.

### **Objectives**

- 2.1 Respond quickly and effectively to changing markets, marketing practices, and consumer trends.
- 2.2 Support small-production agricultural producers through new and existing AMS programs that are especially beneficial to that segment of the industry.
- **2.3** Address food defense concerns.

#### **Objectives**

**3.1** Respond to industry requests for planning and technical assistance.

#### **Objectives**

- **4.1** Reduce the potential for mislabeling of seed and organic products.
- 4.2 Institute an effective Country of Origin Labeling Program for all designated covered commodities.
- 4.3 Apply a variety of dispute resolution approaches to facilitate commercial dispute resolution.

### **Performance Actions**

- **1a.** Establish procedures for AMS audit verification.
- **1b.** Review our processes for certification of purchased commodities to determine the potential for service improvements.
- **1c.** Enhance the AMS website to better communicate information on AMS services available to customers and stakeholders.
- **1d.** Address marketing challenges resulting from foreign governments' trade requirements for official verification of export products, and extend the use of the AMS Electronic Document Exchange Repository website to address export verification issues for commodities other than peanuts.
- **1e.** Evaluate industry needs to ensure AMS is offering the appropriate technical expertise to facilitate export marketing.
- **1f.** Be proactive in monitoring changing marketing systems so appropriate new services are developed to address the evolving needs of the agricultural industry.
- **1g.** Effectively market the value of official grades or certifications to producers, sellers, and consumers.

#### **Performance Actions**

- **2a.** Conduct program evaluations on the use of program information by target users.
- **2b.** Implement improvements to the Livestock Mandatory Price Reporting Program identified by GAO audit.
- **2c.** Evaluate Farmers Market Promotion Program grant results and support replication of promising Farmers Market Promotion Program direct marketing projects utilizing best practices.
- 2d. Identify new methods and enhance existing methods of distributing fresh and processed agricultural products through the supply chain.
- **2e.** Develop contingency authority to purchase commodities when surpluses are anticipated.
- **2f.** Analyze the impact of surplus removal purchases on market conditions.
- **2g.** Increase coordination with other government entities to protect purchased foods against intentional or unintentional contamination.
- **2h.** Provide easy electronic access to current and historical Market News information to all of our customers.

#### **Performance Actions**

- **3a.** Provide requested assistance to Research and Promotion Boards, and Marketing Order Committees.
- **3b.** Increase education of and outreach to industry on marketing self-help programs.
- **3c.** Develop expedited processes for rulemaking regarding marketing self-help
- 3d. Work with industry to institute voluntary mechanisms that will help to resolve marketing issues related to food safety.

#### **Performance Actions**

- **4a.** Seek opportunities to increase industry compliance with regulations.
- **4b.** Seek stakeholder input during development of regulations.
- **4c.** Strengthen oversight and review of the National Organic Program.
- **4d.** Improve and enforce plant breeders rights.

### AMS Program Activities

### **Support Goal 1**

### **Quality Verification Program Activities**

**Grading and Certification** 

**Laboratory Services** 

**Audit Verification** 

### **Support Goal 2**

### **Public Good Program Activities**

### **Market News**

**Commodity Standards Pesticide Data Program** 

**Transportation Services** 

**Federal-State Marketing Improvement Program** 

**Specialty Crop Block Grants** 

**Market Promotion Program** 

**Economic and Statistical Analysis** 

**Commodity Purchases** Wholesale, Farmers, and Alternative Market Development, including Farmers

### **Support Goal 3**

**Marketing Self-Help Program Activities** 

**Research and Promotion Programs Marketing Agreements and Orders** 

### **Support Goal 4**

### **Regulatory Program Activities**

**National Organic Program** 

**Federal Seed Program** 

**Shell Egg Surveillance** 

**Country of Origin Labeling** 

**Perishable Agricultural Commodities Act Program** 

**Pesticide Recordkeeping** 

**Plant Variety Protection Program** 

### Mission

The mission of AMS is to facilitate the competitive and efficient marketing of agricultural products.

### **Vision**

We envision a marketing system that quickly and efficiently moves wholesome, affordable agricultural products from the farm to the consumer.

### **Values**

- Independence and Objectivity
- Customer Service
- Accountability
- Honesty and Integrity
- Fairness



### Management Strategy

Procure, develop, and use resources to efficiently and effectively support AMS programs.

**Objectives** 

MS1: Use automation to improve delivery of services.

**Objectives** MS2: Improve human capital management.

**Objectives** MS3: Increase budget and performance integration.

**Objectives** MS4: Improve financial management, including the elimination of improper payments.

MSa. Ensure an efficient, high-performing, diverse workforce, aligned with mission priorities and working cooperatively

MSb. Identify core skills development training and increase the number of employees with nationally and internationally-

- recognized certifications. MSc. Create a common billing language across all AMS user-fee Programs.
- MSd. Implement the Web-based Supply Chain Management (WBSCM) system for commodity purchases across the Department.
- **Performance Actions**
- MSe. Expand the Market News Portal to improve data access for users in all commodity areas. MSf. Develop an electronic reading room, which would include a database of audit and violations findings.
- MSg. Update the database on pesticide residues in foods commonly consumed by children.

MSi. Modernize the Plant Variety Protection database to improve access to data and customer service.

- MSh. Update the Livestock Mandatory Price Reporting data collection system to reflect revised legislative requirements.
- MSj. Implement a comprehensive service-level agreement with the APHIS-Marketing and Regulatory Programs Business
- Services (MRPBS) to successfully align human resources service delivery in support of AMS and Program hiring objectives. **MSk.** Recover overpayments made to vendor organizations.
- MSI. Establish an Agency electronic records management system.
- MSm. Adopt a standards-based service management framework for delivering Agency IT services.

MSn. Complete integration with the International Trade Data System.

For more information about AMS Programs or our Strategic Plan, visit www.ams.usda.gov